



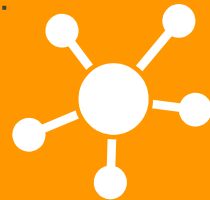
Protecting Consumer Data and Privacy



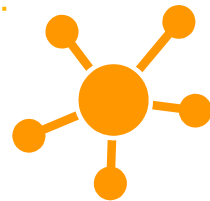
Noah Abelson-Gertler

CEO,

ShareRoot - growing leader in the \$14Bn
consumer data and privacy space



Company Revenue **Streams**



ShareRoot

Three revenue generating streams



GDPR (and international legislation) compliant preference and consent manager for consumers, and CIAM technology for companies



Marketing agency with a focus on compliant social media campaigns and management in the STEM and public sector space



The first of its kind Legal Rights Management UGC platform (clients include Johnson and Johnson, Costco, and Singapore Tourism Board)



Consumer data and privacy compliance with games and apps is nascent in the industry and Ludomade is ShareRoot's sales channel into this growing market

MediaConsent - the solution for Consumer Identity Management



- All in one preference and consent manager for consumers to choose how their data and privacy is handled
- SaaS platform that companies pay for in order to be compliant in how they market to consumers, gather consumer data, and respect consumer privacy. MediaConsent keeps companies out of legal trouble
- Lightweight features of MediaConsent can be applied to all websites, apps, and games





MediaConsent



- Customer Identity Access Management and Media Authorization platform for GDPR Compliance
- Opt in – Opt out privacy, consent, and preference compliance platform across all industries
- Market estimated to grow to \$14Bn by 2021 with legislative changes being enforced
 - MediaConsent protects companies against litigation
- Financials:
 - Completed Beta program, in Pilot program
 - Commercial launch Q2/Q3 FY '18
 - Anticipate by late 2019, six figure average annual contract value
- Blue Sky:
 - First mover in the multi-billion dollar consumer privacy and data protection space
 - Marketing is changing in front of our eyes and MediaConsent will help usher in that change
 - Existing legislation creating bigger markets daily
 - Greater pressure on companies to privacy compliant
 - First collaboration in healthcare (multibillion dollar industry)- the first of multiple opportunities in the space



- Recently acquired Social Media Marketing agency with a focus on compliant social media campaigns and management in the STEM and public sector space
- Cash flow positive division
- Record sales last quarter and growing
- Closed \$780,000 AUD in client contracts in previous quarter post acquisition
- Expanding sales team
- First collaboration established between TSS and MediaConsent
- Significant opportunity for cross selling TSS's services into The ShareRoot Group's clients, in addition to the ShareRoot Groups technology platforms to their existing client base

Blue Sky:

Highly specialized focus on companies in the STEM space which is underserved

- The Social Science is the building block for growing agency revenue across multiple industries

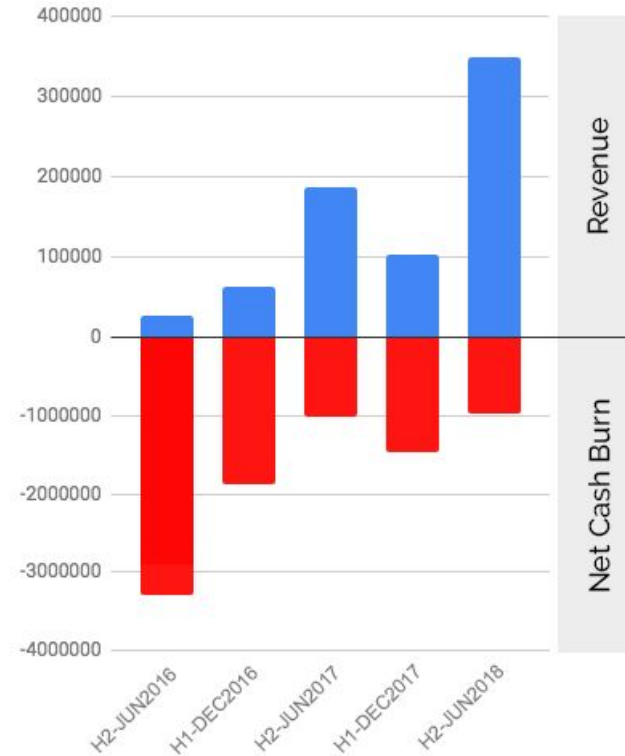


- The first of its kind Legal Rights Management UGC platform (clients include Johnson and Johnson, Costco, and Singapore Tourism Board), with a budding ambassador program linked to MediaConsent
- Financials: Platform development complete, currently cash flow positive business unit with partnerships and inbound inquiries positioned to drive additional revenue, Receiving one inbound prospect inquiries on a weekly basis with no marketing budget behind it
- Blue Sky: Multiple MarTech companies expressing interest in selling UGCDiscovery as a bolt-on product- increasing revenue without OpEx for ShareRoot

Growing Revenue and Decreasing Expenditures

Drivers of Additional Revenues in the next 6-12 months

- MediaConsent Revenue
- Ludomade Revenue
- St Vincent's collaboration
- TSS revenue growth
- Cross-selling
- UGC partnerships
- Strategic Initiatives & partnerships



Recent acquisition

Ludomade



At a Glance:

- Profitable Game and App development agency
- Consumer data and privacy compliance with games and apps is nascent in the industry and Ludomade is ShareRoot's sales channel into this growing market
- Previous 12 months: \$2.1m USD in Revenue, and Profit above \$640,000 USD
- Client list includes: Warner Brother, 20th century Fox, Starz, USA Network, Sony
- Profit margins increasing over previous two years due to operational efficiencies being established
- Game and App usage globally constantly increases alongside technology improvements
- Cross selling capabilities with other technologies and services within The ShareRoot Group



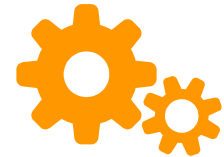
The Opportunity ShareRoot

- Timing: The combination of international laws and public consciousness positions ShareRoot in the ideal place to drive significant value and thereby revenue from companies and organizations internationally in need of solutions for compliant marketing and staying out of legal trouble
- Efficiency: Over the previous 12 months ShareRoot has been driving cash flow efficiency, with ongoing cost saving improvements as the company progresses towards profitability
- Targeting significant markets:
 - Opportunity #1: Privacy and consumer data is a \$14b USD market growing rapidly
 - Opportunity #2: MediaConsent establishing itself as a relevant platform in the healthcare industry, with additional industries to come
 - Opportunity #3: Ludomade = growing revenues + access to game and app industry

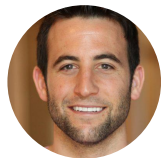


ShareRoot clients





Company Management



Noah Abelson-Gertler

CEO



Lee Rodne

Chair



Peter McLennan

Non-Executive Director



Andrew Bursill

Company Secretary



Michelle Gallaher

CEO of TSS



Jason Weaver

Chief Product Officer

International Multidisciplinary Advisory Board



Antanas Guoga
Government Policy
EU Parliament



Jérôme Groetenbriel
Personal Privacy
PeronsalData.io



Jason Weaver
Software Design
ShareRoot



Ari Scharg
Legal Advocacy
Privacy Alliance



Paul –Olivier Dehaye
Personal Privacy
PeronsalData.io



Jascha Kaykas-Wolff
Marketing Compliance
Mozilla



Kirsten Daru
Corporate Privacy
Electronic Arts



Chris Ciavarra
Marketing
Ciavarra Advisory Services

The Future ShareRoot



The next generation of The ShareRoot Group's platforms and services



Ludomade



- The one-stop-shop for compliant apps, games, marketing content, consent and preference management, and social media marketing services
 - Opening new large markets with need for privacy and data protection (e.g. healthcare applications)
 - Launching of additional consumer data and privacy protection features
- Four diversified revenue streams as FY 2019 proves to be transformative year for ShareRoot
 - Climbing revenue while decreasing burn
 - Continued growth of TSS – retainer client base has over doubled in last 6 months, with record bookings
 - Acquisition of Ludomade – Previous 12 months: \$2.1m USD in Rev, and Profit above \$640,000 USD
- Potential to expand off existing customer bases and acquired businesses:
 - Cross selling efforts initiated between TSS, UGC, MediaConsent, and Ludomade



ShareRoot

Protecting Consumer Data
and Privacy